

*CAREER***FOUNDRY**

Outcomes Report

January-June 2020

Key Insights

90.8%

75 DAYS

The average amount of time it takes a CareerFoundry graduate to land their first job in their new field within six months of graduation.

The percentage of CareerFoundry students who find a job in their new field after graduating their program and Job Prep Course or find a job before graduating.

\$15,082

The average salary increase that a CareerFoundry graduate achieves in their first role after graduation.

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An Introduction From CPO Megan Mulholland

Hi, I'm Megan, Chief Product Officer (CPO) at CareerFoundry, and I'm pleased to share our first outcomes report with you.

CareerFoundry was started in 2013 by Martin Ramsin, our CEO, and Raffaella Rein, our co-founder. Martin had left his role at a large company to look for something more fulfilling and decided to teach himself how to code. This got him wondering about how he could help others who also wanted to make a complete career change. That's when he met Raffaella. Together, they talked about why there were so few flexible, online options available for learning tech skills—especially for people wanting to make the move towards a new career. They'd identified a critical need for people and decided to build something that could make a real difference. The journey to make this happen began with a tiny team clustered around a kitchen table, with the first CareerFoundry courses being launched in March 2014.

We've come a long way since then. When I joined the company in 2016, we were a team of 39 people and only offered courses in web development and UX design. It's been incredible to go on this journey alongside our student and instructor community as they've grown immensely over the past few years, and as CareerFoundry itself has grown to offering full career-change programs in UX, UI, full-stack web development, data analytics, and digital marketing with the support of our now 115-person team—and with more programs (including product management) to come this year.

From the beginning, CareerFoundry's mission has been to help people reach their goals and aspirations—no matter where they're starting from. I've heard countless times from our students

that they're looking for a way to get into a more creative, flexible, financially secure, and fulfilling career, and I'm proud that we can support our students and help make that a reality.

I'm especially proud that we've been able to grow our community around the world. By doing so, we're able to offer the possibility of career change to those in difficult situations, such as through our partnership with the German employment agency (the Agentur für Arbeit) and a continuing emphasis in the coming years on making our programs more affordable through scholarships and other means.

Throughout CareerFoundry's history, it's been important to us to deliver a human-centered, empathetic service that recognizes all of our community members as the incredible individuals they are. Our emphasis on individuals and a personalized experience is why we stand behind our dual mentorship model and have such confidence in our outstanding mentors, tutors, and career specialists, and the value they bring to the student experience.

Our students and instructors continue to blow me away with their dedication and what they're able to achieve while still leading busy lives outside of their coursework. Our reports show that 77% of our students are still working while they study and 29% are taking care of a dependent. Many of our instructors are similarly working full time elsewhere but are dedicated to helping our students progress over time and are actively involved in their communities of practice, pushing forward important topics in their fields such as accessibility and inclusion.

Despite having full lives, our students have not only managed to meet their study goals but have gone on to land jobs at places like Google, Airbnb, Accenture, HubSpot, Oracle, McKinsey & Company, Amazon, Twitter, Visa, PayPal, Zalando, eBay, Mercedes-Benz, and BBC Worldwide, just to mention a few.

There's still much to do in order to meet our mission of making career change universally accessible and effective, and we want to start by being transparent about where we're at and what we can still do to improve the learning experience. We're therefore pleased to present our first outcomes report and are committed to releasing it annually moving forward.

Lastly, I want to say a huge thank you to the students, mentors, tutors, and career specialists who have put their time and effort into CareerFoundry, and who continue to do so. Without you, we could not have built the vibrant community of career changers we have today. We're looking forward to your continued feedback as we strive to grow this community and make our programs even better for learners in the coming years.

Megan Mulholland

Chief Product Officer
CareerFoundry

The CareerFoundry Model: How Does It Work?

Mission: To make career change universally accessible and effective.

Our History

CareerFoundry was founded in December 2013, with the first courses available in March 2014. The first complete career-change program we offered was the UX Design Program, which was launched in April 2017. By the end of 2021, CareerFoundry's in-house team had grown to 115 people serving more than 4,000 students throughout their studies (career-change program or individual course) or job search, while working with more than 650 mentors, tutors, and career specialists.

Our Reach

We pride ourselves on being a global company, with students on virtually every continent, mentors and tutors in every timezone, and career specialists ready to help students find the job they want nearly anywhere in the world. (See Student Demographics for more information on our global community.)

Although our curricula are delivered in English, we ensure that all programs cater to our many students that speak English as an additional language. Our team of dedicated curriculum editors monitor the use of accessible and understandable language throughout all programs.

Our Dual Mentorship Model

CareerFoundry offers three types of instructors for well-rounded student support: tutors, mentors, and career specialists. Our dual mentorship model consists of both a mentor and tutor as the primary support system in the program, and they work with students from day one through to course completion. Additionally, our career specialists offer their expertise to students during the job search period, if the student is interested in changing careers.

Rather than being the "talking heads" common in lecture-based courses, our instructors play a support and partnership role for students. They provide feedback on assignment submissions, help on lesson content when students get stuck or have additional questions, and give advice on the industry and what working in the new role will be like in the real world. We aim to assign every student dedicated instructors based in their timezone to help ensure timely communication. With this model, students are guaranteed tailored feedback on their submissions within 24 hours and in-depth portfolio reviews within 48 hours, regardless of location. As many mentor calls as needed, video reviews of portfolio pieces, and easy-to-reach tutors via in-platform messaging are just some of the ways our dual mentorship model thrives.

Our Education Department

All of our curricula are built in-house by our education department's team of instructional designers, who work with subject matter experts from each relevant field to create and scaffold the content. This gives us a great deal of control over the quality, pacing, and structure of the content, and allows the education department to make updates freely in response to feedback.

We also partner up with industry-standard tool providers to ensure students have access to the tools they will likely use on the job such as Adobe XD, Sketch, Invision, and more. In addition, we work with tools that provide more interactive, realistic experiences for learners. For example, we recently added Replit to the platform for our technical courses. The embedded, interactive code editor allows students to examine their code and see what the impact will be on the output.



Our Project-Based Learning Model

At CareerFoundry, we view success (for students and for ourselves) as a career changer getting a job in their new field, so it's essential that we train students to have the skills needed to do these jobs. We therefore offer skills-based training programs that align us more with vocational schools than traditional higher education. With that in mind, we design our programs by first identifying the desired outcomes (in terms of necessary job skills), then work backwards to ensure the curriculum builds towards these end results. This way, we set our students up for real-world success.

The CareerFoundry platform is built around a project-based learning model, meaning that students learn by applying their new knowledge to a series of extended project work that has real-world applications. Some examples include a complete, responsive health and wellbeing web app (with research and wireframes up to a final design); a React Native mobile chat application; or a data dashboard showcasing the results of an analysis completed with Python. With our project-based learning model, students complete their program with three to eight final projects for their job search portfolio, depending on the program.

Our Accreditation

CareerFoundry operates within several regulatory frameworks which necessitate a rigorous quality assurance system and regular audits.

CareerFoundry interacts with two main accreditation bodies in Germany: the Staatliche Zentralstelle für Fernunterricht (ZFU), and TÜV Süd. The ZFU is a national German accreditation body focused on distance education, and TÜV Süd is one of the major quality management auditing bodies in Germany. TÜV Süd provides us with the quality certificate that is used by the Agentur für Arbeit (the German employment agency) to supply provider/course numbers that students with a Bildungsgutschein (educational voucher, paid for by the employment agency) can use.

The principles for both organizations are roughly the same, in that they want to ensure our programs have an effective methodology and that they support successful student outcomes. These organizations are further interested in who writes and delivers the courses, and whether the company is fiscally sound and under good leadership.

Our Job Search Support Process

CareerFoundry provides support to all students to optimize their job search process and help them to successfully land a job in the new field within six months of program completion. We offer all students access to the Job Preparation Course, which is designed to enable students to become self-directed job seekers.

Students work with their assigned career specialist, who provides coaching and support during their job search and evaluates their assignments from the Job Preparation Course. Our career specialists are experts in knowing what's necessary to navigate a career change, how to leverage new and existing skills, and how to get a job in the field. Students are able to work with their career specialist from the moment they opt into the Job Preparation Course, right up until they find a job, or until the end of their job search period.

(Please refer to the [Glossary](#) for thorough explanations on what the Job Preparation Course includes, what's expected of students during the job search period, exactly what a career specialist does, and more).

At CareerFoundry, we're proud to provide lifetime access to career support. Alumni are able to receive support from the alumni relations team and the career services team if—at any point in the future—they would like assistance with their career development (for example, integrating into their new workplace or preparing their case for a promotion).

Impact of COVID-19

Effects of the COVID-19 Pandemic on the Students' Learning Progress

In March 2020, when the pandemic took hold of the world, we started a new initiative of collecting feedback from students who had fallen behind in their coursework and offering additional support to help get them back on track. Instructors working directly with students reported an increase in the number of students in need of more personalized support very soon after the start of the COVID-19 pandemic. The data, collected from March to June 2020, further showed that most students who were struggling attributed this primarily to direct or indirect effects of the COVID-19 pandemic and the subsequent changes to their private and professional lives.

The feedback showed the challenges that affected students' studies closely mirrored the changes to everyday life felt globally, such as the transition to working from home, added childcare responsibilities, and the need to homeschool children. Furthermore, many students lost their jobs due to lockdowns, entered a period of financial hardship, or assumed additional financial responsibilities to compensate for their household's lost income. These new challenges negatively affected the time and energy they had available for their studies.

The COVID-19 pandemic was the most common cause of learning disruption reported by students in March 2020. This trend continued until June 2020, when other personal issues took over as the top cause of students falling behind with their coursework.

Measures Implemented by CareerFoundry to Support Students

In response to the data collected, we made the decision to give our privately paid students a blanket one-month extension, free of charge, in March 2020. This extension aimed to provide some much needed breathing room in the first wave of the pandemic, when many students dealt with sudden changes to their routine. During the course of the pandemic, we continued to provide these students with two months of additional free time, as well as sick-leave extensions.

In May 2020, we introduced extra flexibility to existing payment plans, allowing students to extend their tuition payment plans over a longer period of time and to lower their monthly installments. This option was primarily used by students at high risk of dropping out of their program due to changes in their financial circumstances.

We also started sharing more tailored resources via the student newsletter on staying healthy and productive while social distancing and maintaining motivation.

Supporting Students Through Instructor and Community-Focused Initiatives

We recognized that the effects of the pandemic weren't limited to our student population, and we wanted to help our instructors maintain the same standard of support quality during these unprecedented times. So, we added to our instructor resources library (for example, guidelines for tutors on providing feedback), launched face-to-face onboarding sessions for all new instructors, and implemented additional quality assurance processes (for example, spot checks during the first month of mentoring). This allowed us to be more proactive in ensuring our students' expectations of support quality were met from the start of their learning journey.

With heightened emotions due to added stress that many were exposed to, we also identified a need for creating more concrete guidelines for our community interactions; this initiated the creation of an updated communication policy. **The Community Code of Conduct** is currently in effect, intending to provide a safer space for everyone engaging in our community.



**GRADUATE
SPOTLIGHT**

Mark Tiddy

How do you change careers after 15 years?

According to CareerFoundry graduate Mark, who segued into web development following a decade-and-a-half tenure as a youth worker, it all boils down to motivation. Timing plays a big part, too, as the pandemic gave way for some extra time to focus on making the switch.

[Read his story.](#)

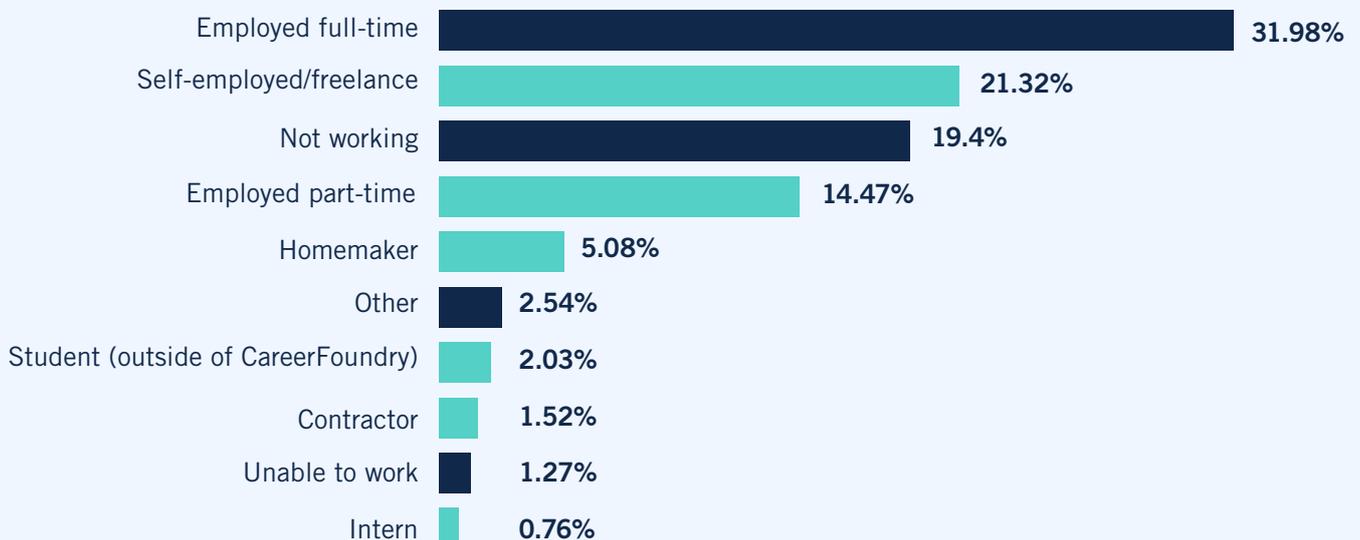
“I was put on furlough for a few months in 2020 due to the COVID-19 pandemic, which allowed me to learn more about web development and even dive into a few freelance projects alongside working through a Udemy course on WordPress development.”

Student Demographics

CareerFoundry students come from every walk of life and every corner of the globe. From the company’s earliest days, our model of online, flexible, and distributed education has provided a solution for people who cannot reshape their lives in order to study, regardless of whether they’re in the U.S. or Germany. Perhaps they cannot afford to quit their job to study full time, be away from dependents for a full working day, or maybe they live in geographically remote areas. With CareerFoundry, students are able to fit their studies around their life, rather than the other way around.

Of all of our privately funded students, 77% have part- or full-time obligations as an employee, contractor, freelancer, student, homemaker, or intern. 32% of our students report working full time alongside their studies, with a further 23% working either as a contractor or freelancer.

EMPLOYMENT STATUS % of Students



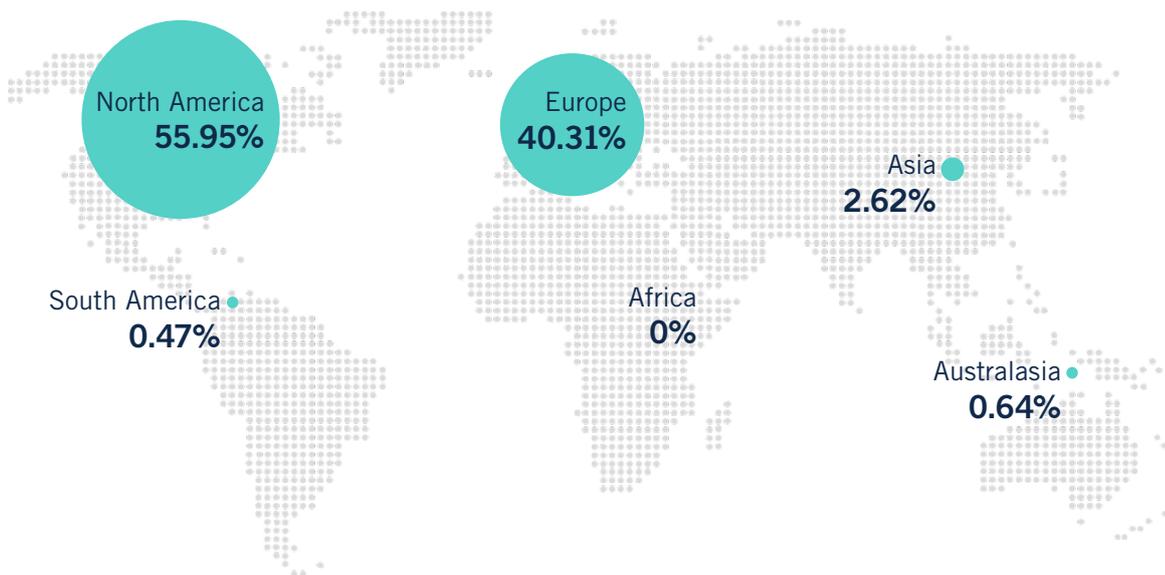
Our reports show that 29% of our students have dependents, which affects how rigid their study routines can be.

DO YOU HAVE DEPENDENTS?*	% OF PRIVATELY PAID STUDENTS
Yes	29.45%
No	69.01%
Prefer not to respond	1.54%

*Dependent: Children, spouse, parent or others to whom one contributes all or a significant amount of necessary financial support or care.

While the majority of our students are in the U.S., Canada and Europe, we have students, mentors, tutors, and career specialists in every timezone and on almost every continent. We have students actively studying from virtually every country in Europe. This geographical distribution of students has remained relatively stable since CareerFoundry’s inception, although our partnerships with European governments have increased the share of students in Europe. With a robust educational model, we look forward to being able to offer our programs to more students in Asia, Africa, Central America, and South America in the future.

PERCENTAGE OF STUDENTS (JANUARY-JUNE 2020)



In addition to welcoming privately paying students from around the globe, we’re partnering with government employment agencies in Europe in order to retrain job seekers and those in difficult situations, to accelerate their re-entry into the labor market—and not just into any old job but into a lucrative and rewarding career in tech.

With current course completion rates of **over 82%** for our government-funded programs—which is exceptional in the world of asynchronous online education—we’re confident that we can develop further governmental partnerships and promote both the accessibility and effectiveness of career change for everyone.



**GRADUATE
SPOTLIGHT**

Nimet Divarci

Retraining for a career in tech for free:

As an account manager, Nimet felt that her job lacked variety. Read how she discovered her passion for UX design and got the support she needed from the German employment agency to transform her career. [Read her story.](#)

“Not having a solid background in tech should never put you off from studying! [...] I would 100% recommend studying with CareerFoundry. For my career happiness, it’s one of the best things I’ve ever done!”

We’re proud to have built such an inherently flexible and adaptive service that meets the needs of so many career changers—and doesn’t lose on personalized, human support the bigger it grows. In fact, we now offer our students more support than ever before, with every student assigned three dedicated instructors, as well as providing a wealth of community-driven events and initiatives.

This model has enabled us to build a broad student base of career changers, the majority of whom are entering their new tech career from completely unrelated backgrounds—from bank tellers, bartenders, and bakers, to cabin crew, composers, and counselors.

**Of all our students,
54% come from
unrelated professional
backgrounds and
46% from related
backgrounds such as
graphic design for UI
or UX design.**

Related background to target career	% of students
Yes	45.74%
No	54.26%



**GRADUATE
SPOTLIGHT**

Gabriel Aleman

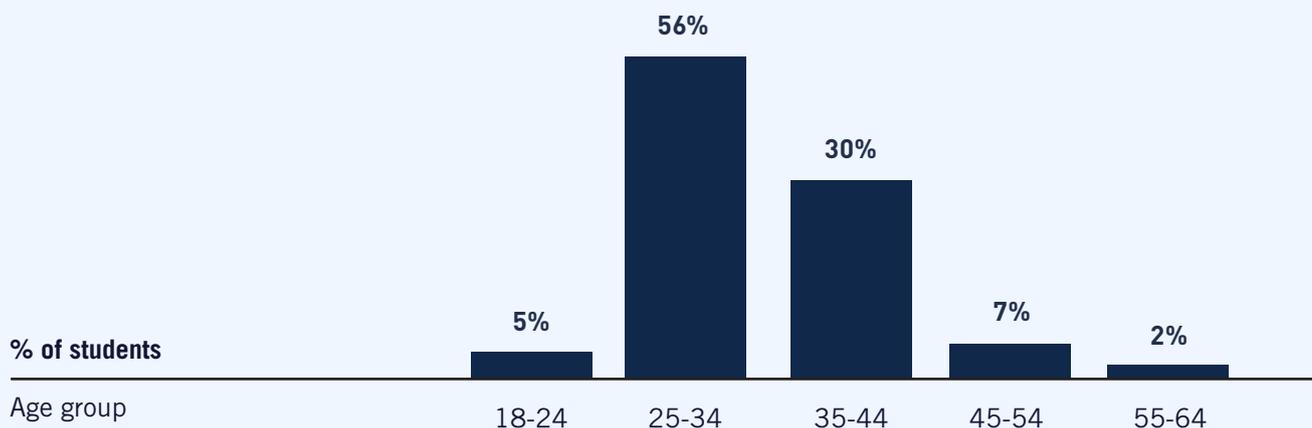
No prior experience? No problem.

Gabriel had long held the dream of working in tech but had never had the recourse to fulfill this dream—until he discovered CareerFoundry. [Check out how he did it.](#)

“After finishing high school, I had to work to help provide for my family. My dream to become a software engineer faded away [...] I have always been fascinated by computer programming, and CareerFoundry provided a budget-friendly approach to reach my goal to become a developer.”

Of all our students, 38% had accrued over 10 years of professional experience before embarking on their career change.

The majority of our career changers have over six years of professional experience before undertaking their program, with over 38% having 10 or more years behind them. And while the majority of our students fall into the 25-34 age bracket, 38% are over 35, 7% are over 45, and 2% are over 55 years of age.





**GRADUATE
SPOTLIGHT**

Jeff Buchanan

How to make a career change later in life

Jeff Buchanan was a pastor for 19 years before he retrained as a UX designer. [Read how he did it.](#)

“Being middle-aged, it was a little intimidating taking on such a drastic career change, especially in a field that has the reputation of being oriented towards a younger demographic [...] I’ve found the key for me is to embrace my stage of life while keeping a youthful attitude that embraces change, innovation, and evolving creativity. [...] I’ve made this career change later in life, and I’d really like to say you’re never too old to break into the field.”

Since releasing our first [diversity and inclusion report in 2019](#), we have also recorded a high percentage of students identifying as women across all of our career change programs (unchanged at 68% from 2019 to 2021), with most students identifying as women across all programs except Full-Stack Web Development.

Many factors contribute to this representation: the fact that CareerFoundry was [established by one of the few women founders in Europe at the time](#), entrepreneur [Rafaella Rein](#); the built-in accessibility of our product and service; our efforts to hire an instructor community that represents under-represented communities in tech; ensuring that our community is accurately and fairly represented in all of our marketing efforts; and offering regular scholarships to women who want to launch a career in tech.

For example, in 2021, we expanded our partnership with the [Edie Windsor Coding Scholarship](#), offering up to 15 full and partial scholarships every year for queer people identifying as women and non-binary. We’re actively looking to partner with further organizations that have diversity, equity, and inclusion (DEI) goals included in their missions

and values. These changes are invigorated by the fact that, in a recent survey, 16% of our students identified as part of the LGBTQIA+ community, 14% reported having a disability, and 11% did not hold a degree when starting their career change before enrolling in a program.

We’re aware that there’s much to be done to increase the representation of different genders, education levels, ethnicities, sexual identities, and disabilities (and the intersections between them). We have only just started to take the first steps toward addressing this at the scale we’d like to.

It’s our responsibility to ensure that all of our students’ needs are met, and, in so doing, we will be able to offer the opportunity of career change to an ever greater and deserving community. In the end, we believe that career change—and fulfillment in one’s career—should not be a luxury. Rather, it should be something that everyone has the opportunity to achieve.



**GRADUATE
SPOTLIGHT**

Brittany Anderson-Freese

Scholarships here to help you

With the help of the Edie Windsor Coding Scholarship, Brittany was able to turn a passion for data into a new set of skills to help shape her future career. **This is her story.**

“I was in a period of [thinking], ‘What should I do with my life?’ I was burned out, I wanted to take a bootcamp for financial reasons, but I was still worried about the cost. I have a lot of student loans right now, and I didn’t want to add to that. I started googling ‘women in tech scholarships’ and came across the Edie Windsor Coding Scholarship. It’s a scholarship for queer women and non-binary people, offered by *Lesbians Who Tech*. I saw it and thought, ‘This sounds great!’”

Outcomes Data (January-June 2020)

| Completion Rate

Our programs range in length from 4-10 months, depending on student pacing. Government-funded students must complete their programs within a set period of time, and the majority of government-funded students are studying at a full-time pace.

The majority of privately funded students are studying at a part-time pace—typically 15-30 hours per week, depending on their personal situations and preferences. In addition, privately funded students are eligible for a free, two-month extension in case challenges come up in their lives that may take them away from studying.

Our completion rate looks at the percentage of starting students who did not cancel within our 14-day money back period, and who completed their program by their end date. If a student receives an extension, their end date is updated accordingly to account for the additional time.

A number of students do not complete the programs as they are able to find employment before finishing. These students either return to the coursework later on or choose not to complete their programs. For us, this is still indicated as a success, as the learner has met their goal of starting a job in their new field. These students are indicated in the following table as “found a job without graduating.”

All Students

Completion rate with job search end dates Jan-June 2020	# of students	% of students*
Total started in program	547	100%
Graduated program	303	55.39%
Found job without graduating	83	15.17%
Stopped paying tuition and did not complete	7	1.28%
Completed more than half of program	31	5.67%
Completed less than half of program	54	9.87%
Cancelled after money-back period	69	12.61%
Total students who did not graduate/find a job	161	29.43%
Total successful students	386	70.57%

On average, students complete their career-change programs within 263 days of their start date.

Privately Funded Students

Completion rate with job search end dates Jan-June 2020	# of students	% of students*
Total started in program	424	100%
Graduated program	202	47.62%
Found job without graduating	74	17.45%
Stopped paying tuition and did not complete	7	1.65%
Completed more than half of program	28	6.60%
Completed less than half of program	54	12.74%
Cancelled after money-back period	59	13.92%
Total students who did not graduate/find a job	148	34.91%
Total successful students	276	65.09%

On average, students complete their career-change programs within 323 days of their start date.

Government Funded Students

Completion rate with job search end dates Jan-June 2020	# of students	% of students*
Total started in program	123	100%
Graduated program	101	82.11%
Found job without graduating	9	7.32%
Stopped paying tuition and did not complete	0	0%
Completed more than half of program	3	2.73%
Completed less than half of program	0	0%
Cancelled after money-back period	10	9.09%
Total students who did not graduate/find a job	13	11.82%
Total successful students	110	89.43%

On average, students complete their career-change programs within 160 days of their start date.

*Due to rounding to two decimal points, total percentages may vary very slightly from 100%.

Placement Rate

Placement rate is calculated with students who have completed their program and their Job Preparation Course. We calculate the placement rate based on students' reported employment status following their program end date. This date is based on their calculated end date for the program or their graduation from the program, plus a 30-day grace period to complete the Job Preparation Course.

Some of our students find a job in their new field before their program end date and do not complete their program and/or the Job Preparation Course as a result. We thus include students who found qualifying employment following graduation of both their program and their Job Preparation Course, as well as those who found a job before their program end date. Please see the [Defining Qualifying Employment](#) section for more information on types of qualifying employment.

All Programs

Of the 337 students taken into account as we generated this report, a total of 306 (90.80%) were employed with a qualifying job across all programs. **Note: numbers are rounded.**

Outcomes from all programs (337 students)	% of students
Full-time employment in career-change field	54.60%
Freelance/self-employment in career-change field	12.17%
Contract employment in career-change field	9.79%
Paid internship in career-change field	5.34%
Employment with CareerFoundry	3.56%
Internal job change	3.26%
Part-time employment in career-change field	2.07%
Total students who completed a career change	90.80%
Job outside field found	1.78%
Remained in job	2.67%
Job guarantee refund	2.37%
No job found	2.08%
No data	0.30%
Total students who did not complete a career change	9.20%

Graduate Outcomes H1 2020

Outcomes from all programs (337 students)	% of students
Full-time employment	53.3%
Contract employment	9.6%
Freelance	9.3%
Paid internship in career-change field	5.2%
Job outside field found	4.3%
CareerFoundry employee	3.5%
Internal job	3.2%
Job guarantee refund	2.3%
Part-time job	2.0%
No job found	2.0%

UX Design Program: All Graduates

Based on all types of qualifying employment, 91.77% of all UX design students were employed. (212 out of 231 students).

Outcomes from UX programs (231 students)	% All students	% Private paying students*	% Government funded students*
Full-time employment in career-change field	57.14%	55.35%	61.11%
Freelance/self-employment in career-change field	9.52%	7.55%	13.89%
Contract employment in career-change field	10.39%	10.16%	11.11%
Paid internship in career-change field	5.63%	6.92%	2.78%
Employment with CareerFoundry	3.90%	3.14%	5.56%
Internal job change	3.90%	5.03%	1.39%
Part-time employment in career-change field	1.30%	1.89%	0.0%
Total students who completed a career change	91.77%	89.94%	95.83%
Job outside field found	2.16%	1.89%	2.78%
Remained in job	2.16%	3.14%	0.0%
Job guarantee refund	2.16%	3.14%	0.0%
No job found	1.73%	1.89%	1.39%
No data	0.0%	0.0%	0.0%
Total students who did not complete a career change	8.23%	10.06%	4.17%

UX Design Program: Privately Funded Students

Based on all types of qualifying employment, 89.94% of privately funded UX design students were employed. (143 students out of 159).

UX Design Program: B2C Graduates	% of Privately funded students
Full-Time	55.35%
Contract	10.06%
Freelance	7.55%
Internship	6.92%
Internal Job	5.03%
Remained in Job	3.14%
CareerFoundry Employee	3.14%
Job Guarantee	3.14%
Job Outside Field	1.89%

UX Design Program: Government Funded Students

Based on all types of qualifying employment, 95.83% of *Agentur für Arbeit* UX design students were employed. (69 out of 72 students).

UX Design Program: B2G Graduates	% of Government funded students
Full-Time	58.8%
Freelance	12.5%
Contract	10.0%
Job Outside Field	6.3%
CareerFoundry Employee	5.0%
No Job	3.8%
Internship	2.5%

UI Design Program: All Graduates

Based on all types of qualifying employment, 89.47% of all UI design students were employed. (85 out of 95 students).

Outcomes from UI programs (95 students)	% All students	% Private paying students	% Government funded students
Full-time employment in career-change field	45.4%	40.28%	62.50%
Freelance/self-employment in career-change field	19.6%	19.44%	20.83%
Contract employment in career-change field	9.47%	12.50%	0.0%
Paid internship in career-change field	5.26%	6.94%	0.0%
Employment with CareerFoundry	3.16%	4.17%	0.0%
Internal job change	2.11%	2.78%	0.0%
Part-time employment in career-change field	3.16%	1.39%	8.33%
Total students who completed a career change	89.47%	87.50%	91.67%
Job outside field found	1.05%	1.39%	4.17%
Remained in job	3.16%	4.17%	0.0%
Job guarantee refund	3.16%	4.17%	0.0%
No job found	2.11%	1.39%	4.17%
No data	1.05%	1.39%	0.0%
Total students who did not complete a career change	10.53%	12.50%	8.33%

UI Design Program: Privately Funded Students

Based on all types of qualifying employment, 87.50% of privately funded UI design students were employed. (63 out of 72).

UI Design Program: B2C Graduates (72 students)	% of privately funded students
Full-Time	40.28%
Freelance/Self-Employed	19.44%
Contract	12.50%
Internship	6.94%
CF Employee	4.17%
Remained in Job	4.17%
Job Guarantee	4.17%
Internal job change	2.78%

UI Design Program: Government Funded Students

Based on all qualifying employment types, 91.67% of *Agentur für Arbeit* UI Design students were employed. (22 out of 24).

UI Design Program: B2G Graduates (24 Students)	% of government funded students
Full-Time	62.50%
Freelance/Self-Employed	20.83%
Part-Time	8.33%
Not Employed	8.33%

Full-Stack Web Development Program (All Graduates)

Full-Stack Web Development Program: All Graduates (11 students)	% of students
Full-Time	80.0%
Remained in Job	10.0%
Part-Time	10.0%
Total Students Employed	90.0%

Full-Stack Web Development Program (Privately Funded)

Of all Full-Stack Web Development students, 90.00% were employed with one of the qualifying types of jobs. Please note: The option to study via the Agentur für Arbeit was not available early enough to have graduates who could be calculated into this report and thus all students taken into account for Full-Stack Web Development are privately funded. (9 out of 11 students).

Outcomes from Full-Stack Web Dev. Programs (11 students)	% of students
Full-time employment in career-change field	80.0%
Freelance/self-employment in career-change field	0.0%
Contract employment in career-change field	0.0%
Paid internship in career-change field	0.0%
Employment with CareerFoundry	0.0%
Internal job change	0.0%
Part-time employment in career-change field	10.0%
Total students who completed a career change	90.0%
Job outside field found	0.0%
Remained in job	10.0%
Job guarantee refund	0.0%
No job found	0.0%
No data	0.0%
Total students who did not complete a career change	10.0%

Refund Rate

In January-June 2020, 16 students made job guarantee refund requests across all programs. Of these students, eight (50%) had completed all of the job search requirements set out in our Terms & Conditions and therefore received their refund. CareerFoundry's career services team continues to provide job search support to any student who does not meet the requirements for the job guarantee. This support is offered for as long as graduates need to successfully change careers.

Of the students who did not meet the refund requirements, two remained in their previous job. The remaining six students secured qualifying employment within the following year.

Final Outcome	# of students
Remained in job	2
Employment with CareerFoundry	1
Full-time employment	3
Internal job change or promotion	1
Freelance employment	1
All students	8

Average Time To Hire

Of the 306 students who found a qualifying job, 81.4% found a job either before graduation or during their six-month job search period. For students who found a job within six months of graduating, the average time from graduation to employment was 75 days. For all students who found a job after graduation, including those who extended their job search beyond six months, the average time from graduation to employment was 152 days. Of the remaining students who found a qualifying job, 12.9% were employed within a year of graduating, and the remaining 5.6% found jobs more than one year after graduating. Many students experienced significant disruption to their job search and employment plans during the initial stages of the COVID-19 pandemic. CareerFoundry is happy to offer ongoing job search support to any student who has not received a job guarantee refund.

Time to job	% of students
Before graduation	38.2%
Within three months of graduation	28.1%
Between three and six months of graduation	15.0%
Within 180 days of graduation	81.4%
Between six months and one year	13.1%
More than one year	5.6%
More than 180 days after graduation	18.6%

Compensation

Students who report finding employment are sent a salary survey to complete. The survey is also sent to students as part of their post-graduation job search period. In 2020, we received a total of 78 responses from students who had graduated from our Full-Stack Web Development, UI Design, and UX Design Programs that year. On average, students in their new role received a salary increase (in U.S. dollars) equating to \$15,082 or 34.50%.

Number of responses	Average salary increase (USD)
78	\$15,082

Defining Qualifying Employment

We consider qualified employment to be opportunities where students can use their new skills in their next role(s). That includes:

- Full-time or part-time employment in their career-change field
- Freelance employment (as evidenced by non-CareerFoundry portfolio work or work for an external company on their LinkedIn or other professional social networking profile)
- Self-employment (starting a company or LLC with evidence of non-CareerFoundry work/ external clients)
- Contract employment in their career-change field
- Paid internships in their career-change field
- Employment with CareerFoundry. This occurs most frequently in employment as a tutor but can also include being hired full time by CareerFoundry
- Internal promotion or job change (in cases where the student changed roles within the same company to add responsibilities related to their career-change field)

We define non-qualifying employment as a result where the student is unable to use their new skills in their job. This includes:

- ✔ Employment outside their career-change field
- ✔ No data (where we are unable to locate any employment information from professional social media profiles linked to the student)
- ✔ No job (where the student reaches the end of their job search period without finding employment in their field)
- ✔ Remained in job (where the student kept the same job they had before starting a career-change course with CareerFoundry, without adding responsibilities from their career-change field).

Companies Who Hire Our Graduates

We're proud to see our graduates go on to work at industry-leading and renowned companies all over the world. Here are just some of the amazing places that have hired our graduates:



Of all our hired graduates, **58%** found their new jobs via direct application, **27%** via networking and referrals, and **15%** were contacted by a recruiter.



**GRADUATE
SPOTLIGHT**

Ryan Wu

From marketing to UX consulting at McKinsey

After completing the UX Design Program in 2018, Ryan landed his first job as a designer at an agency. Since then, he's become a Senior Experience Design Consultant at McKinsey. [Read his story.](#)

"In the year and a half that I've been [at McKinsey], I've worked in over seven industries. [...] It's incredible; I really get to cover the whole spectrum of UX and UI, user research, prototyping, testing, creating the UI, handing off to developers—everything! [...] Another thing I love is that I touch on such a variety of different components. I'm not just thinking purely about design and user experience, but also about what that means for the business. That's what's really great about my work; I can collaborate with different people across different work streams and really align to make a positive impact."

Common Job Titles

Our graduates have an array of different job titles that reflect their various interests, backgrounds, and the opportunities available at the time of their job search. Some have previous experience that qualifies them for senior roles immediately, while others may start with a paid internship before securing a junior position. Here is a selection of the commendable job titles our graduates have secured:

- ✔ UX designer
- ✔ UI designer
- ✔ Product designer
- ✔ Interaction designer
- ✔ Experience design consultant
- ✔ Data analyst
- ✔ Visual designer
- ✔ UX researcher
- ✔ Conversation designer
- ✔ Full-stack web developer
- ✔ Front-end developer
- ✔ Project manager
- ✔ Web developer
- ✔ Software developer
- ✔ UI/UX designer

What's Next?

Thank you for reviewing our first outcomes report. We look forward to producing this report annually. In the meantime, you can find more information about CareerFoundry by visiting careerfoundry.com.

In 2022, we are excited to announce that we will launch both digital marketing and product management programs, with more programs to come in the future. Thanks to our robust educational model and extensive network of tutors, mentors, and career specialists across the globe, we look forward to offering our programs to students in Asia and Central and South America in the coming years.

We are also focusing more on fostering community support both within and beyond the programs. To that end, we are continuing to work with our global alumni network of more than 5,500 graduates, offering various opportunities for them to share their experiences with current students. We have started to further build up our network of potential employers and internship opportunities, such as our partnership with WorkMotion, to assist our students during their job search.

We are also exploring ways to help our students get additional exposure to realistic work situations and job requirements during their programs. This includes opportunities like working with students across programs on additional portfolio projects.

Moreover, we hope to extend the possibility of career change to those in difficult situations, through scholarships and other means. We are continuing to expand our partnership with the German employment agency (the Agentur für Arbeit), and are actively looking to grow our partnership and scholarship opportunities in the future.

Glossary

Student

All individuals who enrolled in a CareerFoundry career-change program (UX Design, UI Design, Full-Stack Web Development) or individual course and did not request to cancel their course within the first 14 days of their program. For the purpose of this report, we will be considering students enrolled in career-change programs only.

Upskiller

A student who indicated they weren't pursuing a career change and did not opt into the Job Preparation Course. These students are included in the completion rate but not in the placement rate calculation.

Tutor

With our dual mentorship model, all students are assigned both a tutor and a mentor to provide support and assist with learning subject matter throughout their course. From day one, students work with both their mentor and tutor who give individualized feedback on the entire curriculum and guide students towards delivering their portfolio projects.

A tutor is a course expert. They know the CareerFoundry curriculum inside out and are responsible for carefully evaluating students' submissions and providing guidance through each exercise. Tutors review course assignments and provide constructive feedback within 24 hours of submission.

Mentor

A mentor is a senior industry expert across a myriad of sectors, committed to empowering the next generation of tech. As a specialist in the field, a mentor provides invaluable insights into a student's chosen industry and discusses long-term career goals with the student. With a mentor's guidance, students work to create a portfolio that tells their story and helps them stand out in the job market. Mentors review the end of a group of assignments with a recorded video within 48 hours of submission and take calls with the students for further discussion.

Career Specialist

Towards the end of their enrolled program (after progressing through anywhere from 51% to 100% of their program), all students are eligible to opt in to

Glossary

our Job Preparation Course. If they opt in to the course, they're assigned a career specialist. Career specialists aren't discipline specific, as one specialist may be paired with students from both the UX Design and Full-Stack Web Development Programs. However, we do provide more tailored advice in our Job Preparation Course itself. Our career specialists are then trained to support students with job search elements relevant to a students' field such as coding challenges. Career specialists come from a variety of backgrounds including human resources, recruitment, and organizational psychology but generally have many years' of experience in job coaching.

Job Preparation Course

All students are eligible to opt in to the Job Preparation Course once they've completed 51% of their program. This custom-built course is created by subject matter experts from the career services team at CareerFoundry as well as our in-house education department. It consists of 12 assignments covering the essential components of a successful job search for career changers. Such topics include understanding the career-change process, setting effective job search goals, remaining motivated during the job search, and building a strong network. Additionally, students can get help preparing well-polished employer-facing pieces (such as a portfolio of work, a professional social media profile, resume, and targeted cover letters) and learning effective interview skills.

Job Search

The process of actively seeking new employment. Ideally, the job search involves a student understanding their career goals and motivation, creating well-polished employer-facing materials (such as their portfolio, resume, social media profiles, and cover letters) which demonstrate their unique value proposition, actively networking, sending targeted job applications, and demonstrating their qualifications in an interview.

Job Search Period

Students are able to work with their career specialist for a job search period of six months following graduation to help them land a job in their new field. Career specialists offer coaching calls and respond to student questions via email, in our Slack community, and through the messaging tool on the CareerFoundry platform.

Glossary

Job Guarantee

CareerFoundry guarantees that students will get a job within six months of graduating or we will refund the full cost of the program to the student. To be eligible for a refund, students must complete the main program; complete the Job Preparation Course within one month of graduating from the main program; update their LinkedIn and other profiles and current portfolio showcasing a minimum of three projects related to their program of study; maintain regular bi-weekly contact with their career specialist to tackle any obstacles during the job search; and submit at least five customized job applications per week. To see a full list of requirements, please refer to our Terms & Conditions under §15.

Graduate

A student who has finished all of their course or program content at 100% progress (including the Job Preparation Course). Progress is achieved by having assignment submissions approved by an instructor, so graduating means that all of a student's submissions have been approved.

Completion Rate

The percentage of starting students who finish all of their program or course content at 100% progress. This percentage doesn't include those students who canceled during the initial 14-day money-back period.

Placement Rate

The percentage of graduated students who have indicated that they're trying to make a career change by opting in to and completing the Job Preparation Course, and who are able to get a job following their program end date. This percentage also includes those students who got a job before finishing their program.

Refund Rate

The percentage of students who were eligible for the job guarantee (that is, who met all of the conditions laid out in §15 of the Terms & Conditions) and received a refund.